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South Beach Dental began six years ago as a small practice in San Francisco and as a result of a vision to deliver dental services in a highly aesthetic environment while generating outstanding business metrics. We were proud to open the doors to our new office 2 years ago at 290 King street in San Francisco. With committed Dentists and staff, we drew our business ideas from our individual experiences as associates in other practices across the country.

Our business model, therefore, covers a range of treatment services consistent with the specialization of each of our partners. Our practice environment supports our activities with 7 treatment rooms integrated by state of the art, IT-based diagnostic technologies. Individual patient treatment information delivers to each OP and throughout the practice via PC workstations.

Equally important to our business plan is our office environment aesthetics. Despite the dynamic environment, we desire overall calmness - meaning a lack of unwanted commotion.

With these business requirements in mind, we realized we needed an automated approach to facilitate communication in our back office for efficient and managed workflow. I and another partner drew on our experiences as associates using communication systems in other practices to identify a workflow communication system solution that fit our needs.

After an extensive review of alternative products and different technology approaches, we chose Kelkom.

Here's why -

Because we have experience with communication systems, we chose to do our own assessment of competing "communication" solutions and the underlying communication approaches in each. We were therefore not encumbered by skewed opinions or perspectives - including those of our dental dealers' technology specialists nor those of our IT consultant. We knew our needs and expectations.

Overall our review turned up many communication approaches with overly cumbersome and time consuming user interfaces - especially on the various software products including a leading practice management application that we selected for managing our patient schedule and records.

Clearly to us, communication should depend on two things - quick recognition of the message meaning and acknowledgement of message received without unnecessary complexity for users.



We want a balance.

We quickly culled the field of products and approaches for reasons related to blunting our ability to manage efficiently our revenue producing activities and ultimately our profitability. The reasons are ease of use, and poorly implemented communication and messaging approaches. For example, reading a PC screen and typing a response let alone seeing the screen at the 12 o'clock position while tending to a patient service; hard to see or read, and cumbersome to use hardware panels featuring mysterious combinations of buttons and text display characters.

Out of balance.

Further intrigue was added by the price comparison we developed which seemed to suggest that higher prices are justified by products with communication schemes that are harder to use and more intrusive to efficient work flow.

No balance what so ever.

Kelkom on the other hand, balances price with value; balances quick communication with meaningful messages; balances visibility of messages with unobtrusive terminal design. Therefore, we chose the new digital Kelkom system with page messaging and the new low profile panels.

We are also happy to acknowledge that our estimates for ROI and financial return have been met during the first year.